

Purpose: To analyze and monitor the implementation of the Masters Program. Identifying problem areas and developing innovative and effective remedial solutions.

Working Relationship: The incumbent reports to the Manager - Masters Program and works directly with a variety of internal departments: Sales Information Systems, Sales Services, Training, Headquarters and Field Sales. Credit: Finance (Richmond and NYO), requests or provides information, reviews opportunities and problems and provides feedback of mutual interest, based on judgement or experience. The incumbent is responsible for securing all necessary information and reports to provide detailed reports and analysis regarding account performance in the Masters Program. The incumbent is also charged with the design and structure of all system related efforts to provide effective management control of the Masters Program.

Position Demands: Masters degree preferred, particularly in Finance or Business Administration, with at least five years experience in a marketing or sales environment. Excellent analytical skills with strong background with LOTUS and FOCUS programming. Excellent presentation and communication skills are essential, given incumbent's frequent interaction with NYO, Field Sales and direct account management. The incumbent must also display initiative, judgement and resourcefulness in developing strategies and recommendations for improving the overall effectiveness of the Masters Program. He must also be capable of handling a variety of projects simultaneously, and prioritize them, to ensure timely and accurate completion.

Major Responsibilities:

1. Review and analyze all program related scoring issues to ensure consistent application of all program policies and procedures by participating accounts and PM sales force.
2. Prepare comprehensive quarterly updates for management on program results and associated budget expenses.
3. Manages all activities with Richmond and NYO Sales Information Systems regarding the design of systems related support and reporting of program reports.
4. Investigates all field generated overrides of system calculated scoring levels.
5. Manages the activities of Richmond Finance and all program suppliers regarding the preparation and issuance of all program awards and payments.

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6. Develops program related training material and conducts periodic local training of field sales personnel as necessary.
7. Resolves all program related disputes or misunderstandings of program related policies and procedures via the Masters "hotline". Assists the Manager - Masters Program in the development and issuance of revisions of program guidelines.
8. Conducts performance audits of selected Masters participants to ensure compliance with all program elements.
9. Continuously investigates and evaluates new computer applications for tracking program results, as well as for use by program participants as part of their business building activities.
10. Special projects as assigned.

#### SCOPE OF POSITION

The incumbent is responsible for tracking, analyzing and reporting developments in the marketplace which impacts the Masters programs. The incumbent tracks information from computer reports, various monthly reports, trade journals, special projects and Field reports. The critical element of his/her efforts is managing PM's budget liability. However, their efforts are a critical impact to analyzing the effectiveness of the Masters program and developing succeeding editions.

He/She makes daily use of a computer and analytical tools to assess ways in which wholesalers can be levered to further PM's marketing efforts. He/She has frequent contact with PM's wholesale accounts to gain information and present new programs. The outcome of these presentations can be significant relative to PM's bottom line.

The incumbent maintains a good working relationship and works closely with the Sales Department in the preparation of presentation materials and information to support marketing activities and objectives. The incumbent has frequent contact with other marketing departments to expedite the gathering of pertinent information, discuss opportunities and problems, provide feedback of mutual interest and develop new programs.

The incumbent should be flexible, able to prioritize and the ability to conceptualize is critical. His/her work is regularly reviewed by the Director. However, the incumbent is expected to be able to work independently, initiate and carry out assigned projects and responsibilities with limited supervision.

The incumbent is required to travel up to 33% of the time to investigate market conditions and gather information or make presentations.

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